



# **A Massage Therapist's Guide to Business (LWW Massage Therapy and Bodywork Educational Series)**

*Laura Allen*

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## **A Massage Therapist's Guide to Business (LWW Massage Therapy and Bodywork Educational Series)**

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This reader-friendly guide encourages students to master the essential business skills needed to develop themselves as massage therapy professionals. Whether they are interested in running their own business or working as an employee or business partner in a business, this book covers everything students need to know, from starting a business to managing finances to implementing policies and procedures. Relying on a "driving" theme that enforces how developing a massage business is a journey, the book includes several unique features, such as:

- Roadside Assistance, where the author provides practical, hands-on advice from her own experience
- My Personal Journey, which includes tools to help students document their own journey
- Humorous cartoons to support a fun tone while clearly illustrating the author's recommendations for handling key business situations

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